
Name of Organization: Lake Superior Binational Program

Type of Organization: Other

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Project Title: Marketing Lake Superior Waste Reduction & Energy Efficiency

Project Category: Pollution Prevention and Reduction - BNS

Rank by Organization (if applicable): 1

Total Funding Requested (\$): 55,415 **Project Duration:** 2 Years

Abstract:

Among other emphases, strategies for pollution prevention in the Lake Superior Basin should attend to the social and economic dimensions of sustainability, in particular the reduction of waste and conservation of energy. In this regard, similar conservation programs sponsored by Federal and State agencies are generally directed at areas of heavy industry and metropolitan populations unlike that found in the Lake Superior region. Rather, the business sector of the Basin contains smaller operations run by employers who too often may ignore what information they receive regarding pollution prevention because they do not view such programs as relevant to their immediate interests or resources. This grant is intended to create and test an information and assistance campaign directed at the needs of local business in the Basin. Its objectives include educating citizens about the range of available waste reduction and energy efficiency programs, facilitating the use of technical expertise, and promoting the Lake Superior LaMP and BNS as an integrated system for developing sustainability across the region.

Geographic Areas Affected by the Project

States:

<input type="checkbox"/> Illinois	<input type="checkbox"/> New York
<input type="checkbox"/> Indiana	<input type="checkbox"/> Pennsylvania
<input checked="" type="checkbox"/> Michigan	<input checked="" type="checkbox"/> Wisconsin
<input checked="" type="checkbox"/> Minnesota	<input type="checkbox"/> Ohio

Lakes:

<input checked="" type="checkbox"/> Superior	<input type="checkbox"/> Erie
<input type="checkbox"/> Huron	<input type="checkbox"/> Ontario
<input type="checkbox"/> Michigan	<input type="checkbox"/> All Lakes

Geographic Initiatives:

<input type="checkbox"/> Greater Chicago	<input type="checkbox"/> NE Ohio	<input type="checkbox"/> NW Indiana	<input type="checkbox"/> SE Michigan	<input type="checkbox"/> Lake St. Clair
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Primary Affected Area of Concern: Not Applicable

Other Affected Areas of Concern: Though not directly targeted, all AOCs and RAPs in the Lake Superior Basin will be affected.

For Habitat Projects Only:

Primary Affected Biodiversity Investment Area:

Other Affected Biodiversity Investment Areas:

Problem Statement:

An important component in the drive to develop a sustainable social structure in the Lake Superior Basin involves promoting pollution prevention measures to those located in the watershed. In particular, the Binational Toxics Strategy (BNS) for the entire Great Lakes catchment and the Lakewide Management Plan (LaMP) for Lake Superior focus on the virtual elimination of several bioaccumulative toxic substances that often are by-products of waste stream and energy consumption vectors. Although existing systems of environmental education may result in individual home owners adopting more environmentally benign practices, it seems clear that a great deal of impairments to the regional ecosystem originate in manufacturing and service sectors wherein larger amounts of energy are consumed and most sources of waste are located (either directly as the result of business operations or in the form of "packaging" that is ultimately discarded by consumers).

Currently, a wide array of Provincial, State, and Federal programs have been established to assist the private sector in reducing waste and conserving energy. Indeed, those managing the larger industries in the Lake Superior Basin likely know of a range of available government-sponsored assistance regarding pollution prevention. Furthermore, given their need to comply with governmental regulations (lest they become subject to costly litigation), or the institutionalization of accrediting regimes such as ISO 1400, many of the major industries and service outlets in the region have changed their practices by necessity. Arguably, however, the span of programs sponsored by Federal (e.g., USEPA's ENERGY STAR program) and State agencies (e.g., Michigan's "Business Pollution Prevention Partnership" of the Department of Environmental Quality) find their greatest marketability in areas of heavy industry and metropolitan populations which are quite unlike what we find in the Lake Superior catchment. The Basin never has had a significant, large-scale manufacturing base and the relatively low population in the watershed has resulted in fewer service-oriented impacts than experienced elsewhere in the Great Lakes region. Instead, the regional business sector is comprised of smaller operations that often fall beneath the radar screens of those who promote energy efficiency and waste reduction in the marketplace. Also, most of the smaller employers in the region may ignore what information they receive regarding pollution prevention because they do not view such programs as relevant in the Lake Superior Basin, do not believe that they have the resources to participate, and/or eschew arrangements that could infringe on their rights to operate in a "profitable" manner (e.g., many continue to use of low combustion incinerators, burn piles at construction sites, or wholesale cartage to landfills).

In order to effectively influence decision making in the industrial and service-oriented sectors of the Lake Superior region, an omnibus information and assistance campaign tailored for the needs of local business stakeholders should be created and tested. Such a move is wholly consistent with BNS strictures, follows the direction forecasted in the Lake Superior LaMP, and more closely approximates principles of effective marketing generated by years of research in the private sector. To meet the goal of promoting pollution prevention in the Basin--to contribute to load reductions in Level I and Level II BNS toxins--the objectives of this project will be:

1. To inform small businesses, health care organizations, and educational systems in the Basin about public assistance related to waste reduction and energy efficiency.
2. To facilitate the use of technical expertise by such organizations regarding waste stream reductions and increases in energy efficiency, with special attention devoted to promoting:
 - the adoption of appropriate "Green Technologies" in manufacturing operations,
 - the incorporation of innovative package and delivery systems, and
 - the participation in USEPA's Environmentally-Preferable Purchasing Program.
3. To promote the LaMP and BNS as an integrated system for developing sustainability across the region.

Proposed Work Outcome:

This project involves the packaging and promotion of existing waste reduction and energy efficiency programs to Lake Superior Basin business sectors. It will proceed in six phases, resulting in five primary outcomes over the life of the grant:

1. OUTCOME #1--Locate and compile a compendium of the full range of public assistance programs devoted to waste reduction and energy efficiency sponsored by government agencies tied to the Lake Superior Basin (i.e., the US and Canadian Federal governments, the Province of Ontario, and the States of Michigan, Wisconsin, and Minnesota). Insofar as the Superior Work Group of the Lake Superior Binational Program consists of agency representatives from each of these governmental entities, such information should be easily obtained.
2. Identify a representative sample of roughly 2000 small- and medium-sized businesses spread across the Lake Superior watershed to serve as a target audience. To accomplish this task, the grantee will (a) consult with private-sector stakeholders sitting on the Lake Superior Binational Forum and (b) scope potential businesses during the course of a basin-wide "road show" dealing with the Lake Superior LaMP anticipated to take place in the Spring of 2000.
3. OUTCOME #2--Contract a major marketing firm to produce concise and integrated waste reduction and energy efficiency information packages, each with an appropriate Lake Superior "spin," to send to the target audience. Information packages will be segmented by geographic location and type of business, as well as augmented by web-based resources to permit a wider public dissemination of the materials.
4. OUTCOME #3--Use direct mail services to distribute the waste reduction and energy efficiency program to target audiences in the Basin.
5. OUTCOME #4--Field interest-inquiries and connect businesses with technicians or other agency personnel. Though it is assumed that affected parties will, most often, directly contact relevant agencies, the information package will also alert recipients to the existing Lake Superior Binational Program's "1-800-301-LAKE" query service; the grantee will work with the Forum to ensure a smooth transfer of information.
6. OUTCOME #5--Assess project success toward the end of the funding period through the use of (a) follow-up surveys and (b) selected personal contacts or focus groups.

Project Milestones:**Dates:**

Project Start	10/2000
Complete Compendium of Programs	01/2001
Contract Marketing Firm	02/2001
Receive Completed Promotion Packages	08/2001
Complete Mailings to Target Businesses	11/2001
Field Queries & Link Agencies to Targets	05/2002
Complete Program Assessment	09/2002
Project End	10/2002

☒ Project Addresses Environmental Justice

If So, Description of How:

As noted in the Lake Superior LaMP, citizen's in the Basin (generally) face greater economic hardships, less connectivity to services beyond their watershed, and fewer access points to governmental assistance than elsewhere in the Great Lakes region. As a result, their geographic location and economic standing places them at something of a disadvantage when it comes to receiving the benefits of government-sponsored programs directed at wealthier, more urbanized population centers. This program, by tailoring itself to the specific needs and experiences of those living around Lake Superior, serves to level the playing field somewhat.

☒ Project Addresses Education/Outreach

If So, Description of How:

Clearly, providing information and assistance to 2000 representative businesses in the Lake Superior Basin serves an educational outreach function. It is anticipated that "success stories" can be highlighted in subsequent iterations of the Lake Superior LaMP.

Project Budget:

	Federal Share Requested (\$)	Applicant's Share (\$)
Personnel:	14,360	0
Fringe:	3,590	0
Travel:	0	1,650
Equipment:	0	0
Supplies:	6,000	480
Contracts:	30,000	1,200
Construction:	0	0
Other:	1,465	975
Total Direct Costs:	55,415	4,305
Indirect Costs:	0	0
Total:	55,415	4,305
Projected Income:	0	0

Funding by Other Organizations (Names, Amounts, Description of Commitments):

None, other than the matching funds provided by the grantees and Northern Michigan University.

Description of Collaboration/Community Based Support:

This project proceeds under the auspices of the Lake Superior Binational Program and, as such, entails collaboration with a wide range of Federal, State, and Provincial agencies associated with the Superior Work Group, Northern Michigan University, and industries tied to the Lake Superior Forum.